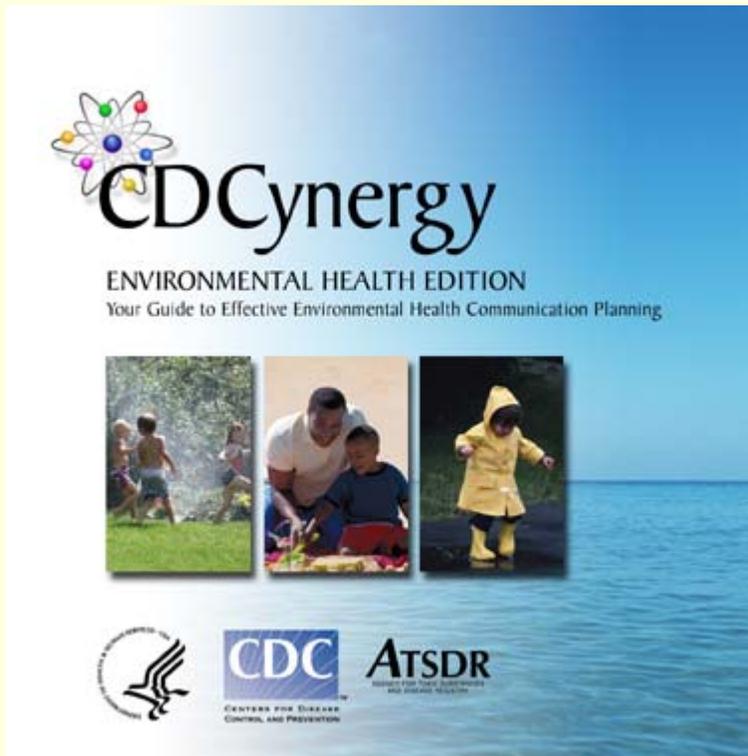


# CDCynergy Environmental Health Edition



**Many Voices - One Vision  
Environmental Public Health  
Tracking Conference**  
March 24-26, 2004

Susan J. Robinson, MS  
Division of Health Education and Promotion  
CDC NCEH/ATSDR

[Susan.Robinson@cdc.hhs.gov](mailto:Susan.Robinson@cdc.hhs.gov)

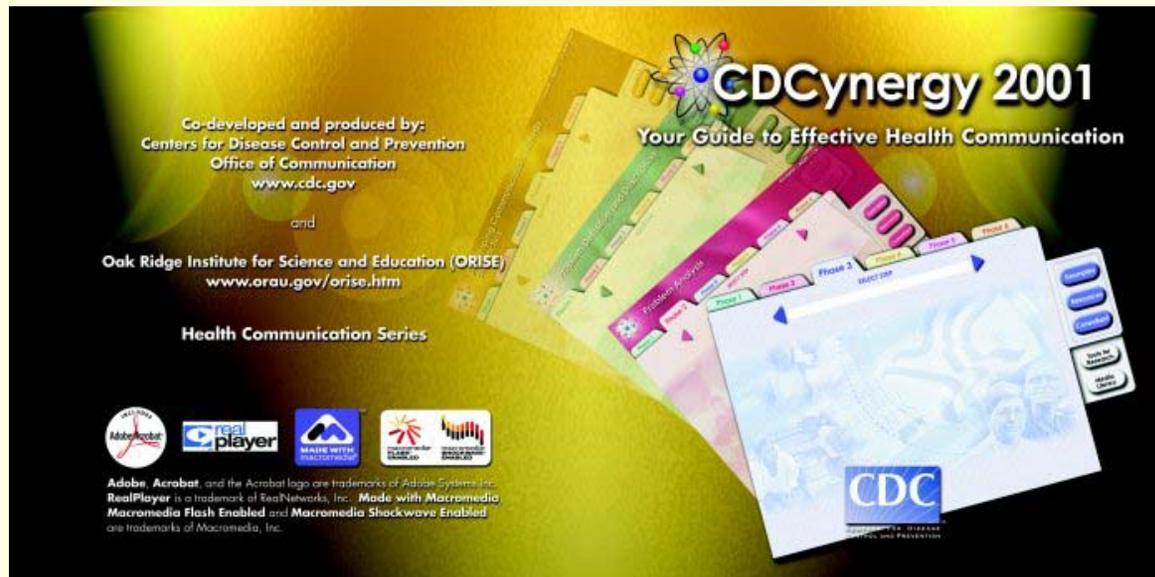


# A New Edition of CDCynergy

- CDCynergy
  - History
  - How It Works
  - Benefits
  
- Environmental Health Edition
  - Tailoring the framework to support site work

# CDCynergy: History

- Developed by the CDC Office of Communication (OC) – CD-ROM
- Systematic process to plan, implement and evaluate health communication programs



# CDCynergy: Basic Edition

## ■ Basic model

- Input from 65+ professionals across PH disciplines
- Builds on standard public health model - context
- A protocol familiar to both PH scientists and health educators/communicators
- Incorporates practices, models, frameworks, and theories at steps in process and in the resources
- Endorsed by SOPHE – is the core health communication training

# CDCynergy: How it Works

The screenshot shows the CDCynergy website interface. At the top, there is a navigation bar with links for LITE, MY PLAN, GLOSSARY, INDEX, CDC WEB, and HELP. The CDCynergy logo is on the left. Below the navigation bar, there are six phase tabs: Phase 1: Describe Problem (selected), Phase 2, Phase 3, Phase 4, Phase 5, and Phase 6. A 'SELECT STEP' dropdown menu is open, showing a list of steps from 1.1 to 1.8, with 'Introduction' selected. To the right of the dropdown, there are buttons for Examples, Resources, and Consultant. Below these are buttons for Tools for Research and Media Library. The main content area contains a list of steps for Phase 1, followed by a paragraph of text and a list of bullet points. At the bottom right, there is a link for a printable version.

LITE | MY PLAN | GLOSSARY | INDEX | CDC WEB | HELP

CDCynergy

Phase 1: Describe Problem | Phase 2 | Phase 3 | Phase 4 | Phase 5 | Phase 6

SELECT STEP

Introduction

Introduction

- 1.1 Write a problem statement.
- 1.2 Assess the problem's relevance to your program.
- 1.3 Explore who should be on the planning team and how team members will interact.
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- 1.5 Determine and describe distinct subgroups affected by the problem.
- 1.6 Write a problem statement for each subgroup you plan to consider further.
- 1.7 Gather information necessary to describe each subproblem defined in new problem statement.
- 1.8 Assess factors and variables that can affect the project's direction.

Summary

- Write a **problem statement**
- Assess the **importance of the problem** to your program
- Describe the problem in **detail**
- Determine if certain **subgroups are affected** by the problem
- Examine all the **parts of the problem**
- Describe the **problem for any subgroups**
- Assess the **factors that can affect the direction** of the project

The first phase **should not be hard** or take too much time. You can probably answer most questions from your **own knowledge** or with a **quick reference** to resources you already have or know where to find.

At the end of this phase, you will be able to print out several documents:

- A **description of the problem(s)**
- A **list of reasons** why your organization should address the problem
- A **list of factors** that can influence your project

[<printable version>](#)

Examples  
Resources  
Consultant  
Tools for Research  
Media Library

ATSDR  
AGENCY FOR TOXIC SUBSTANCES  
AND DISEASE REGISTRY

# CDCynergy: How it Works

Phases  
Tabs

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# CDCynergy: How it Works

Phases  
Tabs  
Steps

Introduction

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[<printable version>](#)

Examples  
Resources  
Consultant  
Tools for Research  
Media Library

LITE | MY PLAN | GLOSSARY | INDEX | CDC WEB | HELP

CDCynergy

Phase 1: Describe Problem | Phase 2 | Phase 3 | Phase 4 | Phase 5 | Phase 6

SELECT STEP

# CDCynergy: How it Works

LITE | MY PLAN | GLOSSARY | INDEX | CDC WEB | HELP

CDCynergy

Phase 1: Describe Problem Phase 2 Phase 3 Phase 4 Phase 5 Phase 6

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<a href="#">printable version</a>

Phases  
Tabs

Steps

Tutorial  
How-To

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Phases  
Tabs

Steps

Tutorial  
How-To

Practical  
Tools

Introduction  
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[<printable version>](#)

# Overview of Framework

Ph 1

Describe Situation

Ph 2

Analyze Situation

Population Groups  
(Exposed, Concerned, Involved)

Who must act on hazard/problem

# Overview of Framework

Ph 1

Describe Situation

Ph 2

Analyze Situation

Population Groups  
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Who must act on hazard/problem

Ph 3

Audience Segment 1

Audience Segment 2

Audience Segment 3

# Overview of Framework

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Ph 2

Analyze Situation

Population Groups  
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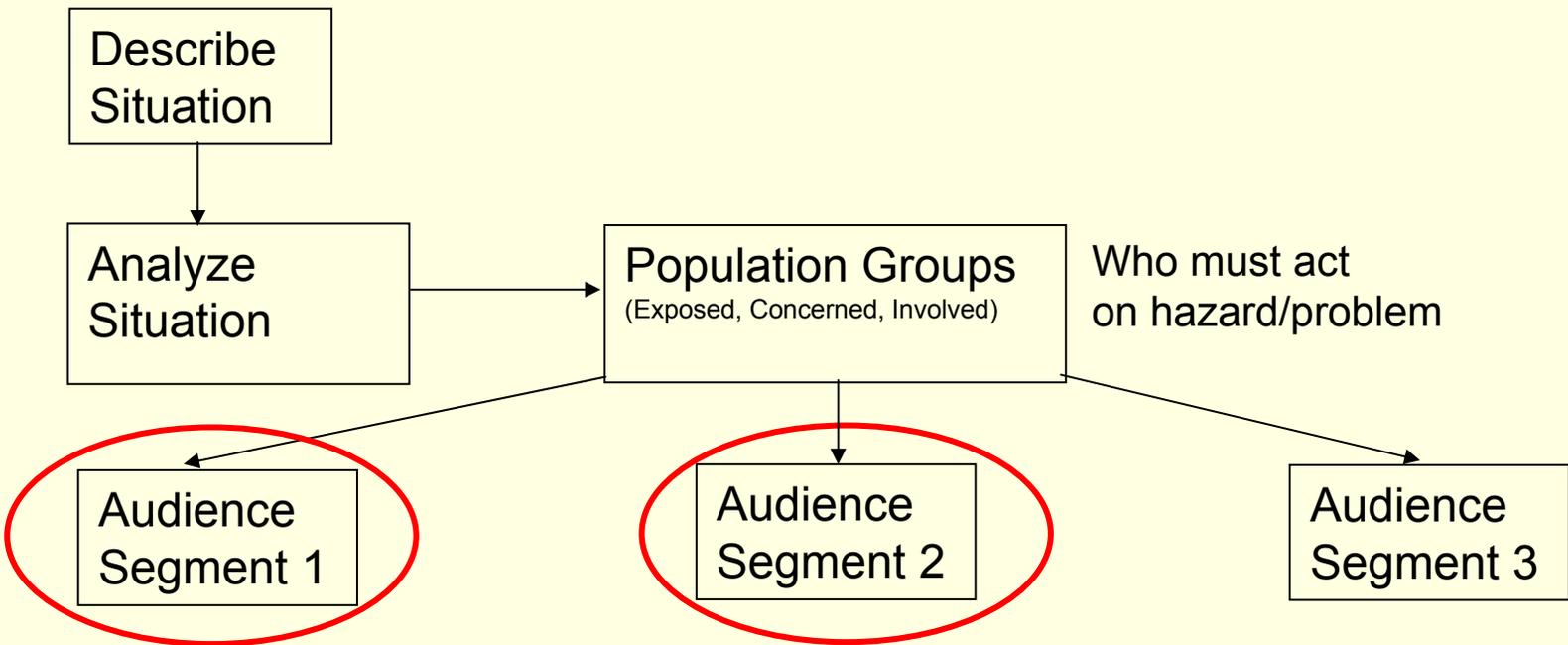
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Ph 3

Communication/Education Mix  
Source Channel Message

Communication/Education Mix  
Source Channel Message

# Overview of Framework

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Communication/Education Mix  
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Ph 3/4

Communication/Education Strategy & Dev

# Overview of Framework

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Communication/Education Mix  
Source Channel Message

Ph 3/4

Communication/Education Strategy & Dev

Ph 5

Evaluation Plan



# Overview of Framework

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Audience Segment 1

Audience Segment 2

Ph 3

Communication/Education Mix  
Source Channel Message

Communication/Education Mix  
Source Channel Message

Ph 3/4

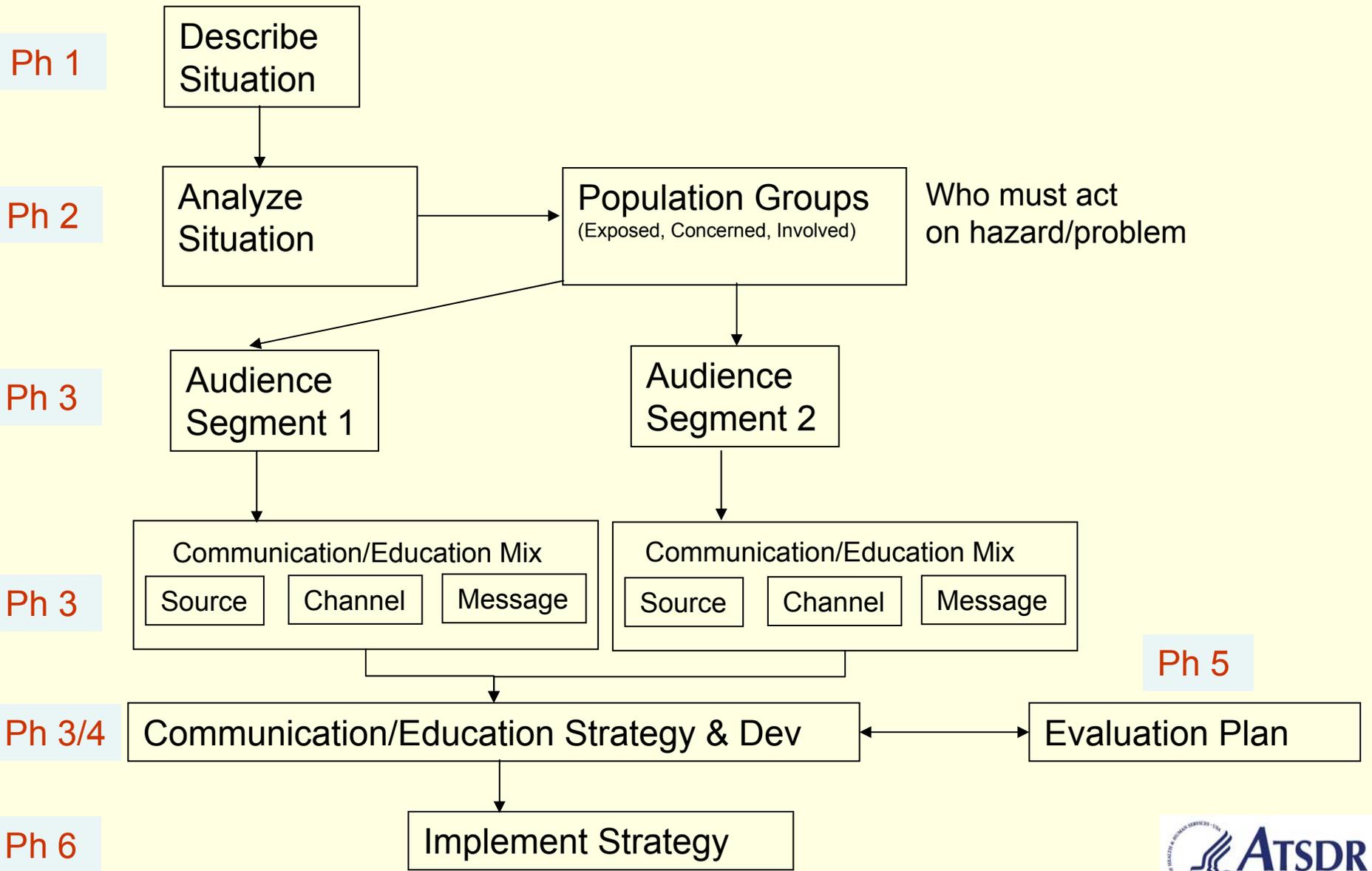
Communication/Education Strategy & Dev

Ph 5

Evaluation Plan

Ph 6

Implement Strategy



# Overview of Framework

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Ph 3/4

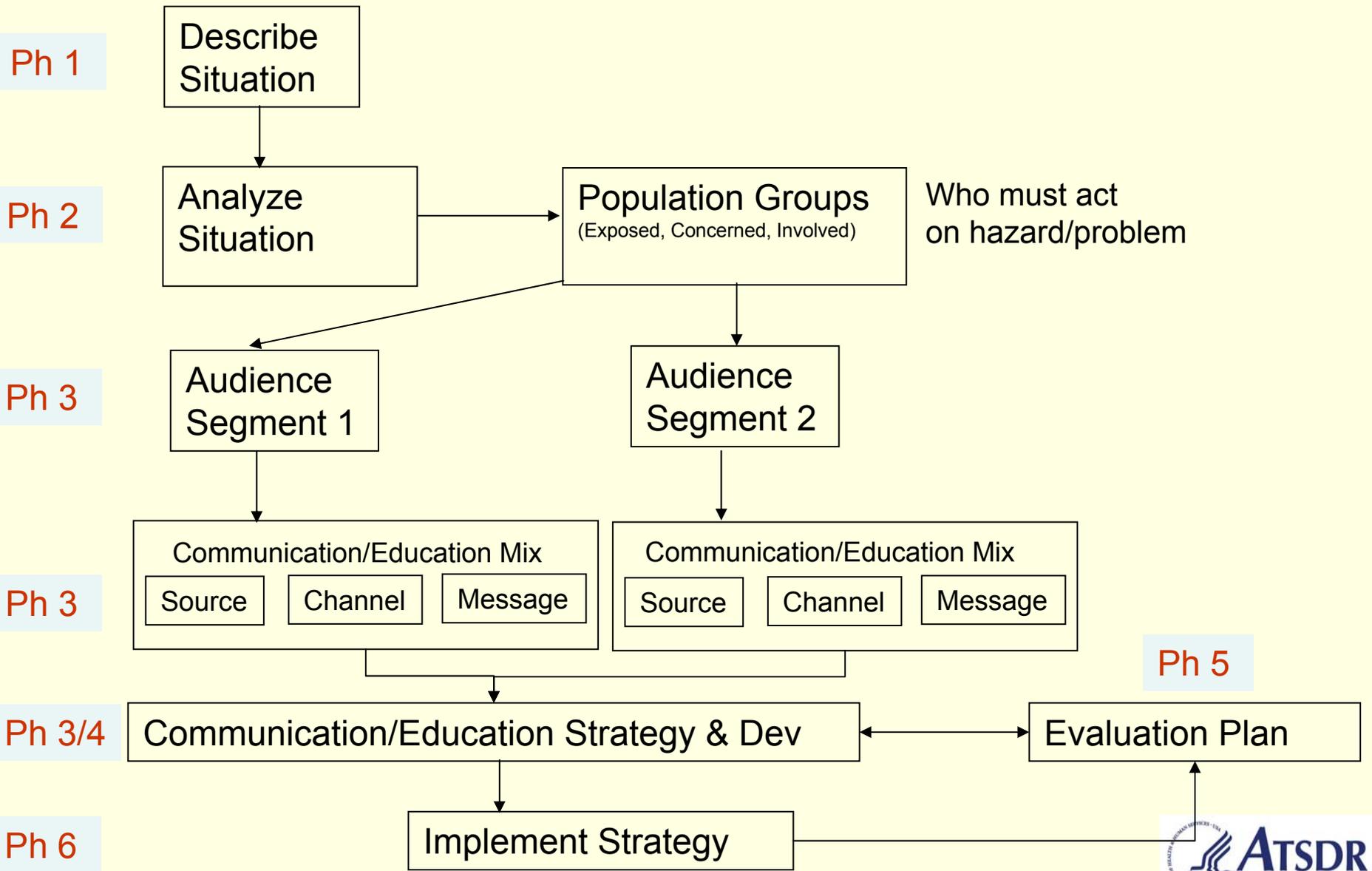
Communication/Education Strategy & Dev

Ph 5

Evaluation Plan

Ph 6

Implement Strategy



# Overview of Framework

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Ph 2

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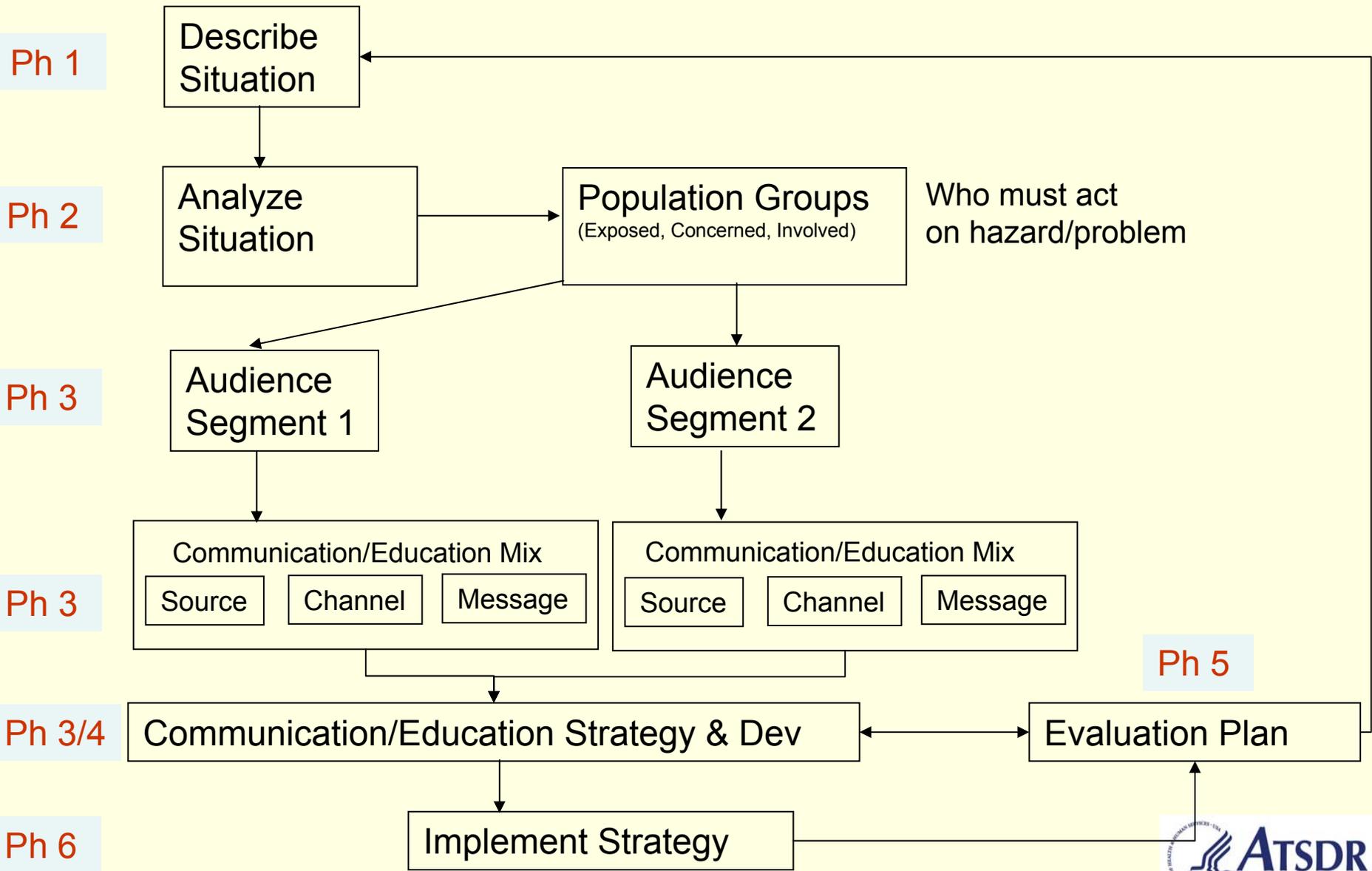
Communication/Education Strategy & Dev

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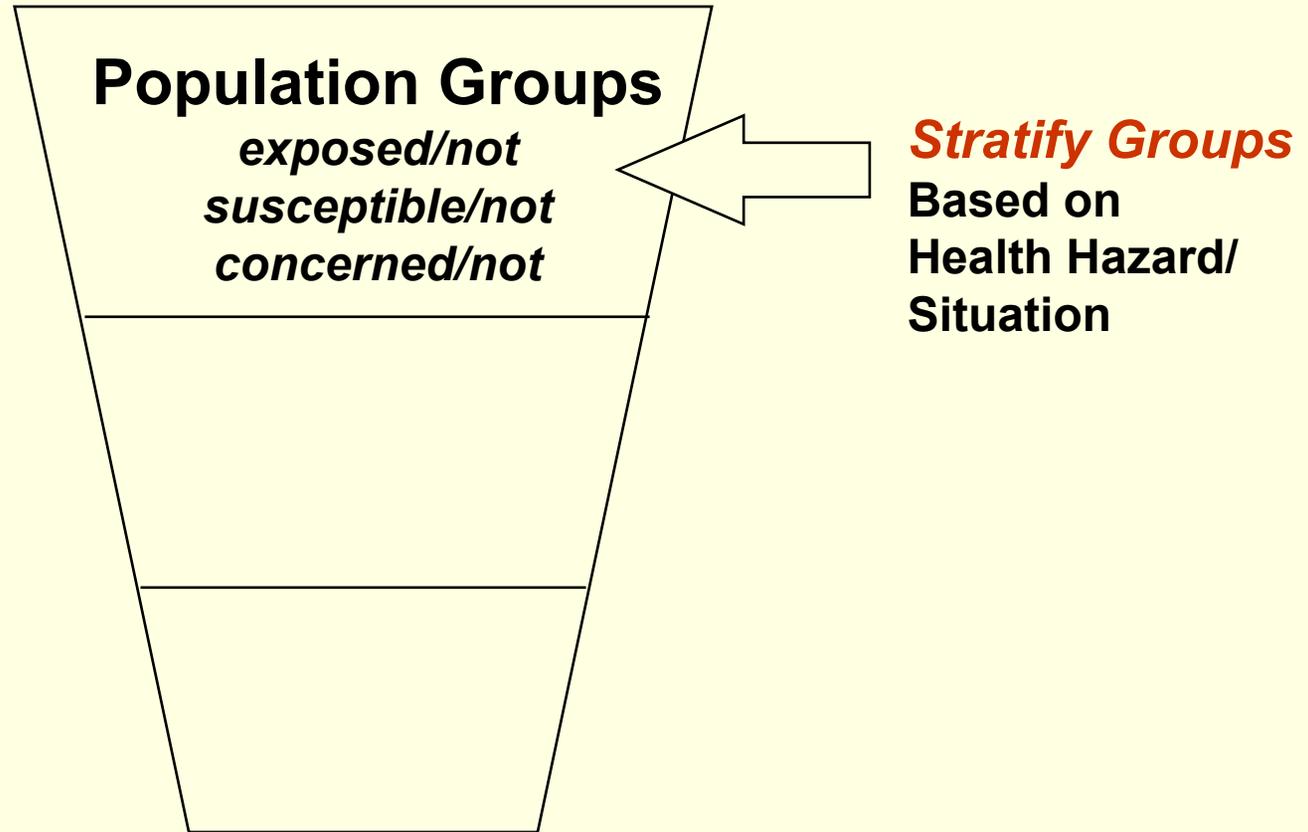
Evaluation Plan

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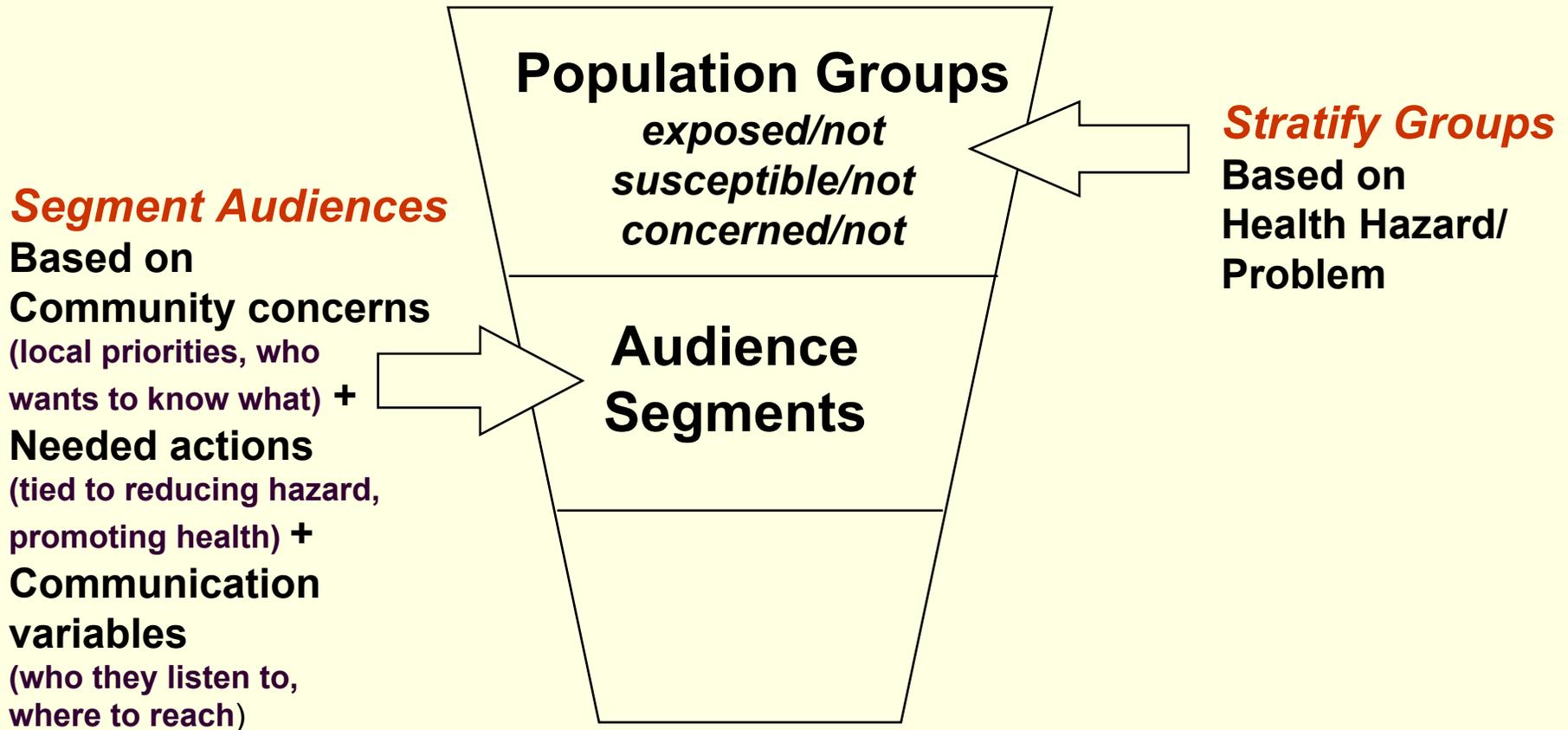
Implement Strategy



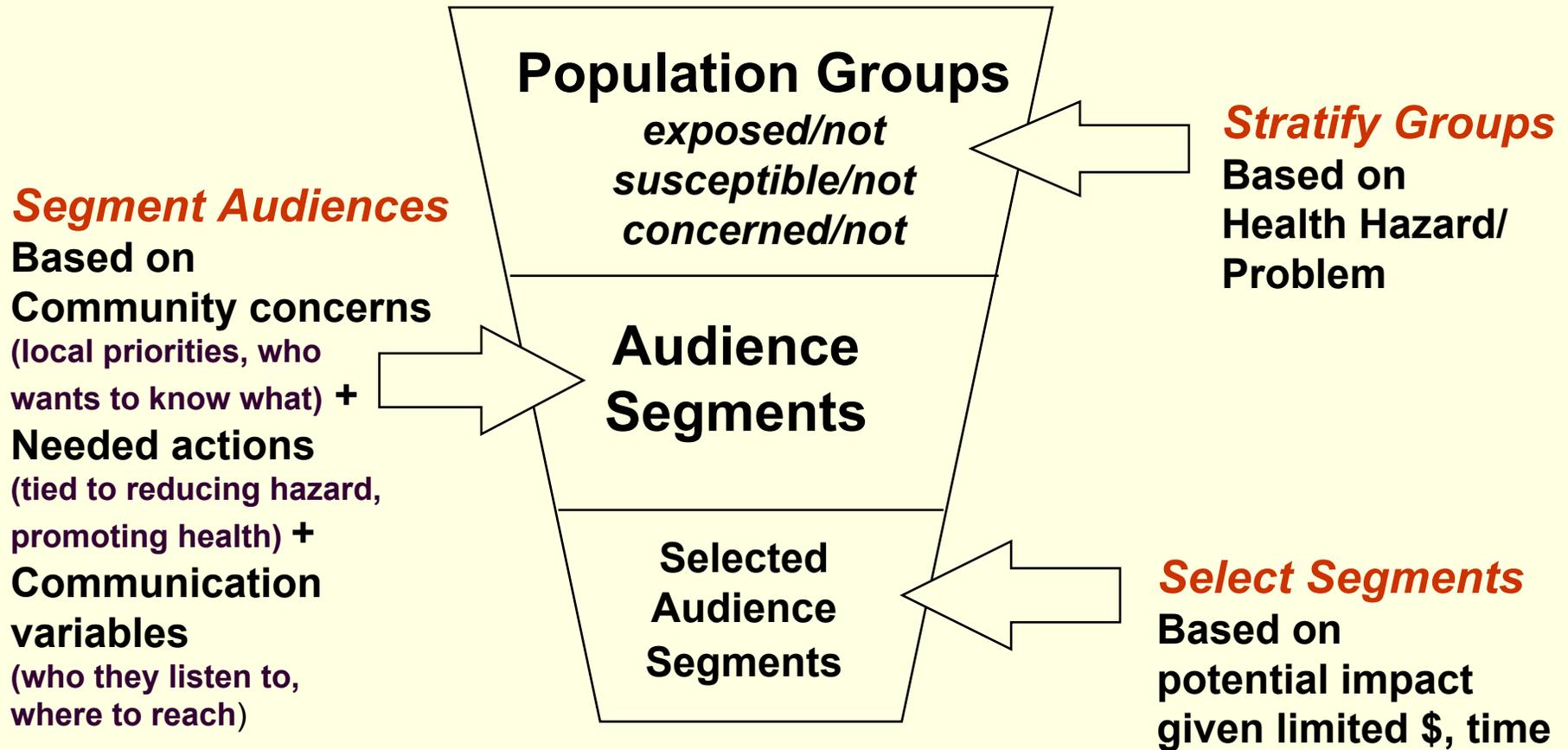
# Strategic Communication Planning: Maximizing Limited Resources



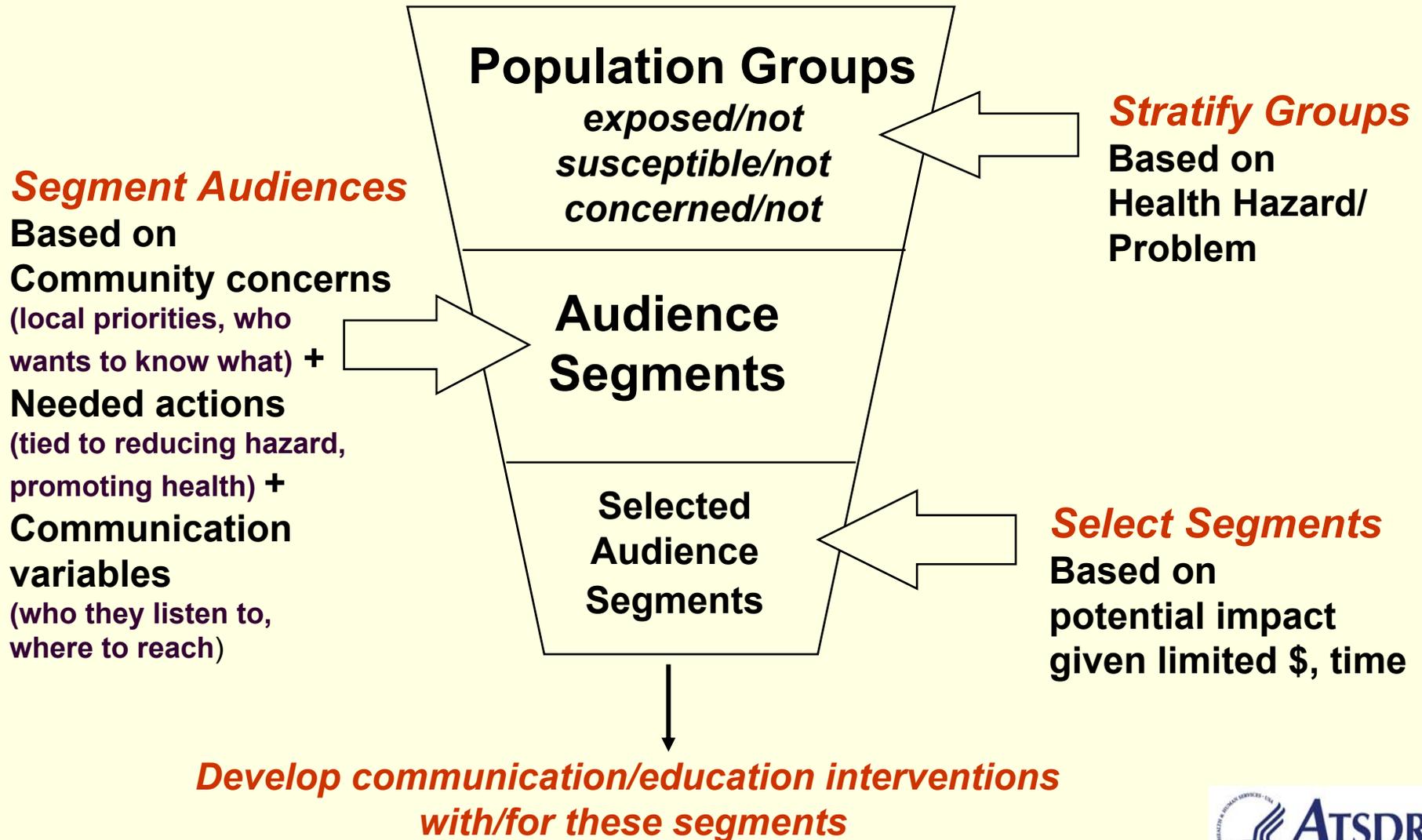
# Strategic Communication Planning: Maximizing Limited Resources



# Strategic Communication Planning: Maximizing Limited Resources



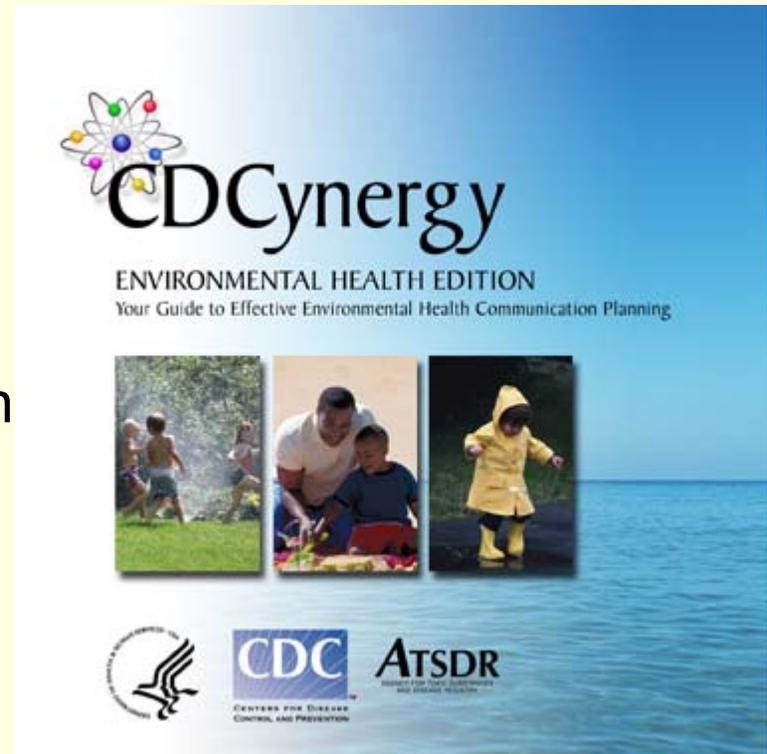
# Strategic Communication Planning: Maximizing Limited Resources



# CDCynergy Environmental Health Edition

*Tailoring the product to support site work*

- First release: will focus on supporting Superfund site-work
- Second release: opportunity to expand beyond site-work to other environmental health promotion activities



# Environmental Health Site Work

## ■ Intended Users

- Environmental health professionals tasked with designing, developing, and evaluating health communication education actions/ interventions for site work
  - 1043 partners (primary)
  - Other state and federal environmental and health agencies
  - National Organizations
  - ATSDR DHAC, DHEP, DHS, DT, DRO

# Supporting Site Work

- Fit with health assessment, exposure investigation, consultations, & health study processes
- Risk communication principles to be emphasized
- Community engagement/participation steps & principles worked into most Phases
- Bottom Line: not your CDC information campaign model (big budget, lots of time).

# Analyzing Site Work Needs

- Case Examples Analysis: from quick response to longer-term programs
- Discussions with health education professionals doing site work

High  
Concern or  
Awareness

**Delta  
Fish**

**Toms  
River-  
Cancer  
Cluster**

Low Concern  
or Awareness

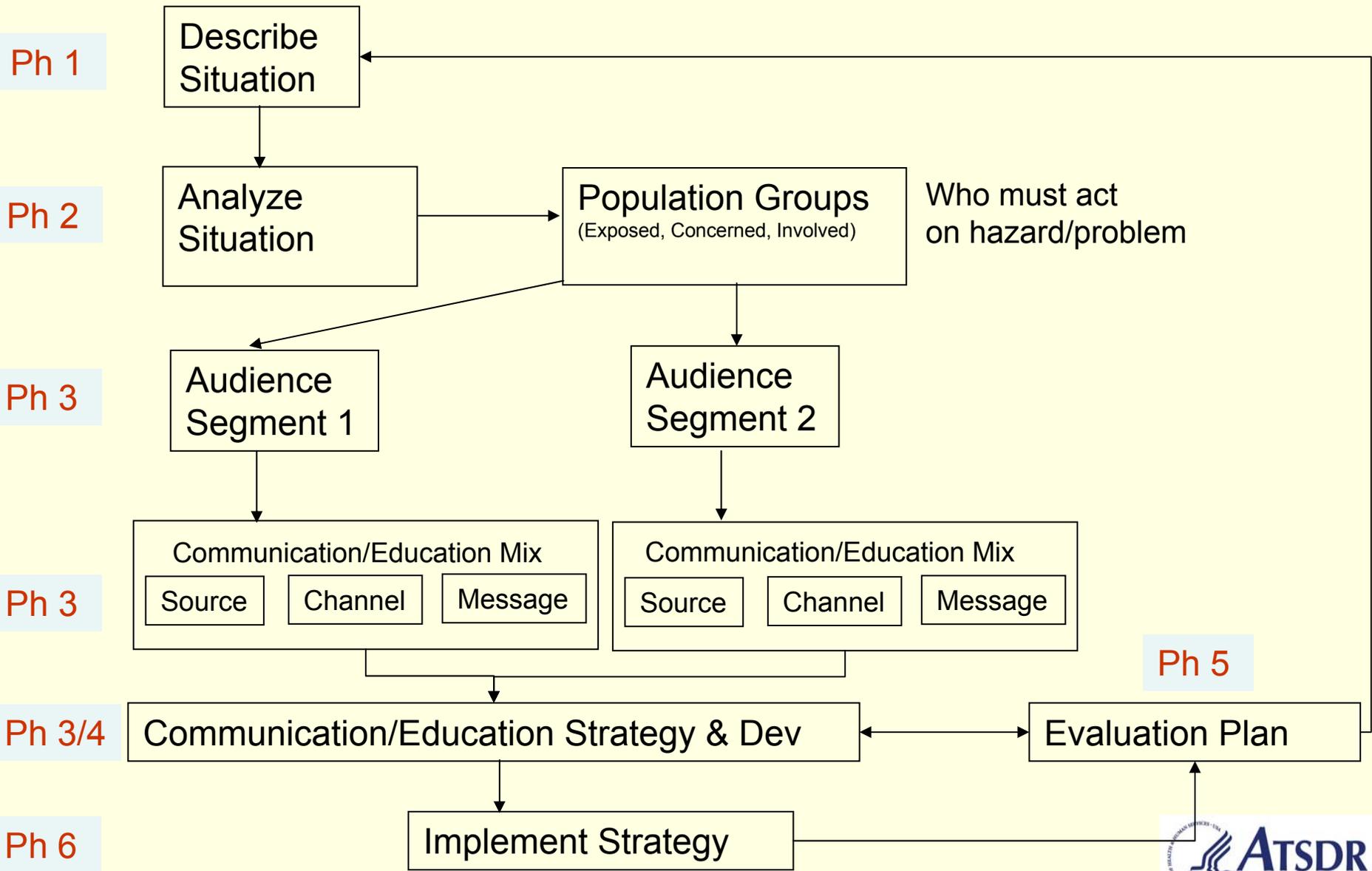
**Illinois Safe  
Schools**

**Missouri  
– Lead**

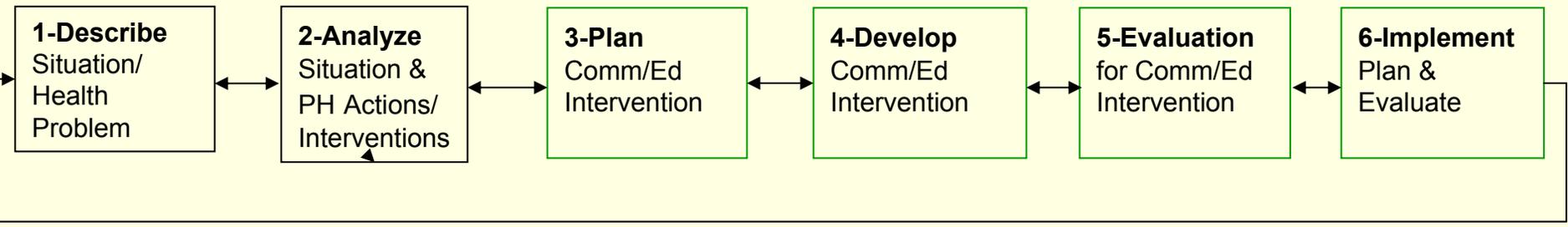
Proactive

Reactive

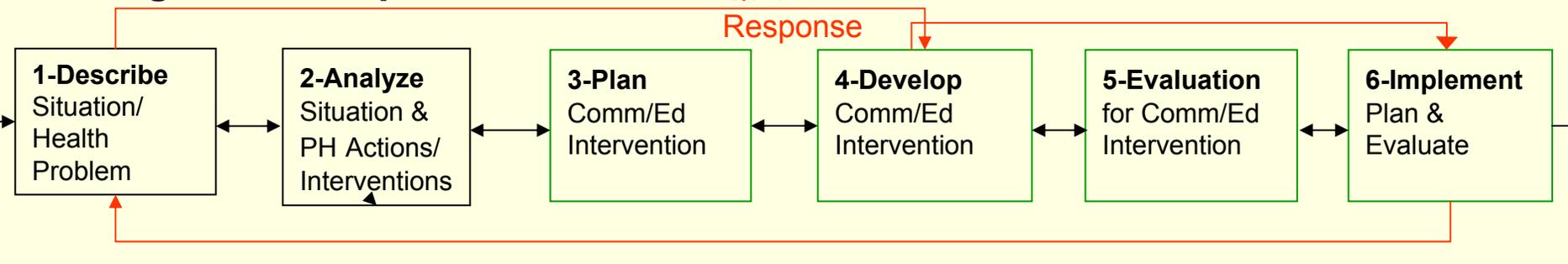
# Overview of Framework - Revisited



# Adapting the Phases ...



# Enabling Quick Response ...



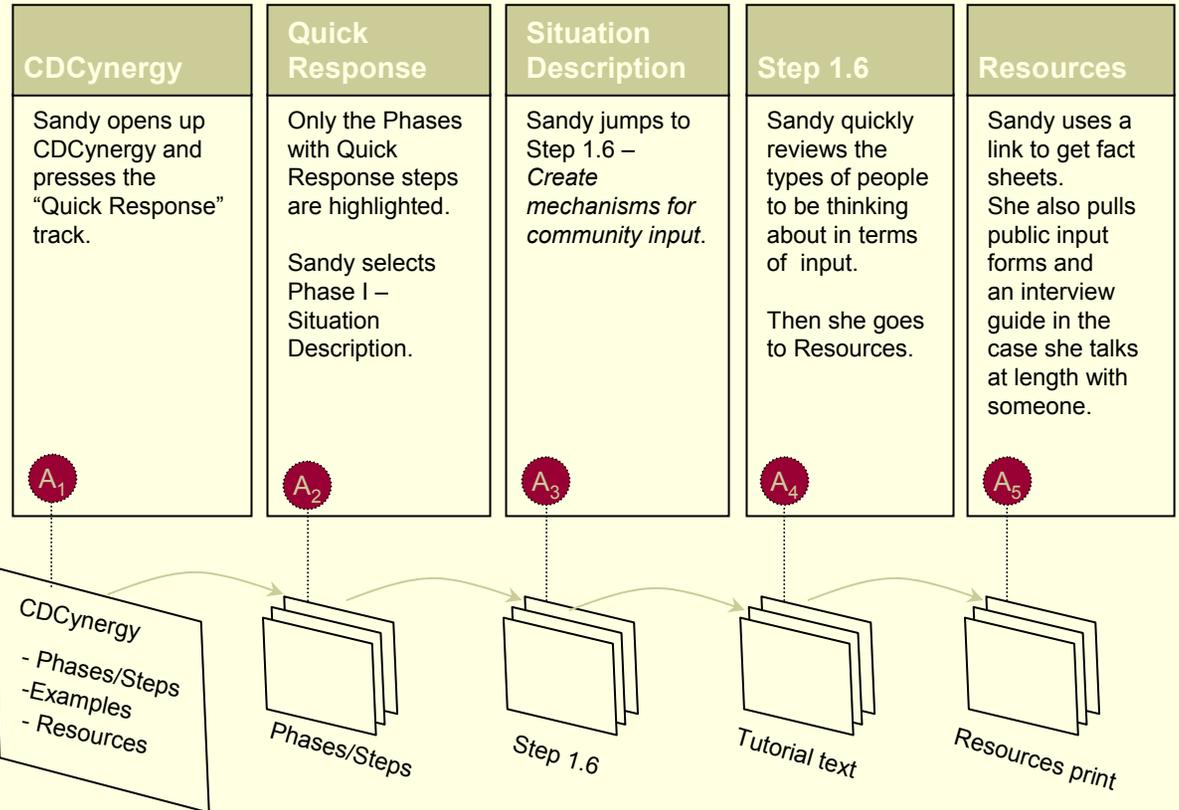
# User Scenario: Quick Response

Sandy Jones  
Senior Health Educator



- Needs to put together quick community info & input materials

Sandy works in an environmental health department. Because of local news coverage of EPA monitoring activities for wells near a waste site, she needs to schedule a public meeting. She wants info on the contaminant of concern to create some talking points, and to have on hand guides for collecting community concerns.



# User Scenario: End-to-End Planning & Delivery

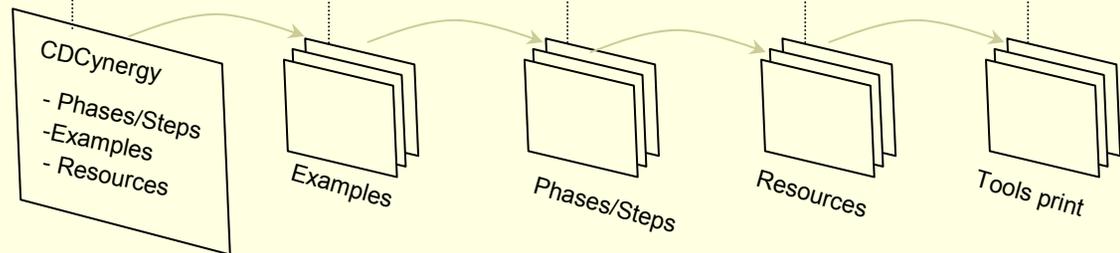
Erica Johnson  
Public Health Prevention Service Fellow



- Needs to put together a draft communication/education plan to guide actions

Erica was recently assigned to a large state health department in which there is a “hot site” with multiple contaminants for which there are years-long health assessments underway. The community is very active and concerned. It appears that it will be determined that there is a public health hazard. She needs to organize this project so that she can work with state and federal partners to address the community’s concerns, to work with the media, and to provide effective health education activities over time to both public and professional audiences.

CDCynergy	Examples	Phases & Steps	Resources	Tools
Erica opens up CDCynergy and reads through the Phases and Steps to organize her thinking. She decides to pull together a draft plan to use with stakeholders for discussion.	Erica has never put together a full-blown plan, so she looks at the examples to see how others have done it. She picks a case that matches what she is working on.	Erica starts with the information she knows and what she can get from available sources.  This helps her generate a list of information she needs to gather.	She realizes that s she will probably need to do a community assessment.  A link takes her to the latest standard forms for organizing her data.	While she’s planning, she begins to think about how to communicate with community members. She goes to the Tools section to look at a message mapping sheet.
A <sub>1</sub>	A <sub>2</sub>	A <sub>3</sub>	A <sub>4</sub>	A <sub>5</sub>



# CDCynergy Environmental Health Edition

## Next Steps

- ATSDR Partners Meeting – April 1 – Input Session
  - Feedback:
    - Process end-to-end and quick response track
    - Needed resources/tools at each step within phases
    - How to blend communication planning techniques with tried and true practices for health promotion at sites
  - Pilot-testing the alpha version
    - Specific projects in different states
    - How to facilitate dialogue about processes between environmental health scientists, social scientists, and health educators
    - When and *when not* this tool would be used

# CDCynergy Environmental Health Edition

## How to Get Involved

- Send your email, comments, and thoughts to:

Susan J. Robinson, MS  
Health Communication Team Lead  
Division of Health Education and Promotion  
CDC NCEH/ATSDR

[Susan.Robinson@cdc.hhs.cdc.gov](mailto:Susan.Robinson@cdc.hhs.cdc.gov)